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Message Text

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COM/BIC/OIM/MRD: N. GLICK - 216 B&F/DIBA: B. BABIARZ - 130
COM/BIC/OIM/CS: C. GENDREAU - 216
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R 112113Z JUL 73
FM SECSTATE WASHDC
TO AMEMBASSY BONN

UNCLAS STATE 135584

FROM COMMERCE
E.O. 11652
TAGS: BFOL, BEXP, GW
SUBJ: TARGET INDUSTRY MARKET RESEARCH - ELECTRONICS INDUSTRY
PRODUCTION AND TEST EQUIPMENT - GERMANY

REF: (A) STATE A-12332 OF DECEMBER 21, 1972
(B) STATE 020920
(C) BONN TRANSMITTAL SLIP OF JUNE 1, 1973

1. COMMERCE ACCEPTS SUBJECT STUDY (PER. REF. C) AND APPROVES PAYMENT TO H. COHRSSEN NOT TO EXCEED MARKS 9,000, LESS ANY PRIOR PARTIAL PAYMENT. ORIGINAL BUDGET AUTHORIZATION WAS FOR U.S. DOLS 2,855 (PER REF. B). AT CURRENT RATE, DOLLARS REQUIRED TO MEET CONTRACT VALUE APPROXIMATELY 3,839. CONFIRMING BUDGET AUTHORIZATION IN AMOUNT OF INCREASE, OR $984.00, BEIN FORWARDED. CHARGE INCREASE TO COMMERCE APPROPRIATEION 134/51250, ACCOUNTING CODE K/552/1161-07/12-01/253-11.

2. ALTHOUGH COMMERCE CONSIDERS STUDY TO BE GOOD, CLARIFICA-
TO SOME SECTIONS, AS WELL AS EXPANSION OF OTHERS, ARE REQUESTED TO INSURE ADEQUATE COVERAGE OF AS IMPORTANT A MARKET AS GERMANY. POST IS REQUESTED TO OBTAIN THE FOLLOWING ADDITIONAL INFORMATION FROM COHRSSEN AND TRANSMIT IT TO COMMERCE BY NO LATER THAN AUG-
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UST 10, 1973:

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A. THE CONTRACTOR'S METHODOLOGY FOR ESTIMATING 1972 EIPT EQUIPMENT SALES WAS NOT RECOMMENDED BY COMMERCE (SEE P. II.A. OF SPECIFICATIONS) AND YIELDS APPARENTLY INCOMPLETE DATA. THE ESTIMATES (P. 26) ARE TOTALS OF ESTIMATES OF SALES OF SELECTED INDIVIDUAL EQUIPMENT TYPES (PPM 5-25), INFLATED TO RELFECT IMPROVED INDUSTRY CONDITIONS AFTER THE ESTIMATES WERE PREPARED (FOOTNOTE P. 26). HOWEVER, NO ALLOWANCE WAS MADE FOR SALES OF THE EQUIPMENT TYPES NOT COVERED IN THE DETAILED BREAKDOWN AND AN ESTIMATE FOR SUCH SALES SHOULD BE PROVIDED.

B. THE CONTRACTOR SHOULD FORECAST SALES FOR 1977 RATHER THAN 1975 IN THE TABLE ON P. 26.

C. THE"INDUSTRY OUTLOOK" SECTION (PPM 40-41) DISCUSSES ONLY ENTERTAINMENT ELECTRONICS UNDER THE CATEGORY OF CONSUMER ELECTRONICS. IF POSSIBLE, DATA ON THE BALANCE OF THE CONSUMER ELECTRONICS SECTOR SHOULD BE PROVIDED. MORE INFORMATION ON INDUSTRY PLANS FOR EXPANSION OF PRODUCTION AND ON THE COMPUTER AND INDUSTRIAL ELECTRONICS SECTORS WOULD BE APPRECIATED.

D. THE IDENTITIES OF THE FIRMS IN THE "PRODUCER PROFILES" SECTION ARE NOT REVEALED. UNLESS THE FIRMS HAVE SPECIFICALLY REQUESTED THAT THEIR IDENTITIES BE KEPT CONFIDENTIAL, THEY SHOULD BE NAMED.

E. THE CONTRACTOR DOES NOT BREAK DOWN THE DOMESTIC SHARE OF THE MARKET INTO THAT WHICH IS BUILT IN-HOUSE AND THAT WHICH IS PURCHASED AS REQUIRED IN THE SPECIFICATIONS (IV.B.1).

F. THE DRASTIC DROP IN U.S. MARKET SHARE OVER A THREE-YEAR PERIOD SEEMS UNLIKELY. A STRONGER RATIONALE SHOULD BE PROVIDED TO JUSTIFY THIS PROJECTION. ROGERS

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